



Intaglio Service CORPORATION, Chicago

LEO BURNETT COMPANY, Inc.

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Parade }

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**Clark Gum will keep  
these kids happy.**

**Clark Gum will help  
UNICEF keep these kids alive.**

This Halloween give the individual sticks of Clark Gum to your neighborhood Trick-or-Treaters. But save the empty outer park wrappers, and send them back to Clark.

You see, for every ten empty outer park wrappers of Clark or Smile Gum you send us, we'll contribute 1¢ to UNICEF.

Last year, you sent in over a million packs. And this was enough to buy vaccine to inoculate 2,500,000 kids against smallpox.

Millions of children around the world depend on UNICEF aid, so in addition to your regular contribution to UNICEF this year, "Trick-or-Treat" with Clark Gum.



Send your empty outer park wrappers to "Tree of Life," U.S. Committee for UNICEF, P.O. Box 4335, Clinton, Iowa 52725. The UNICEF Campaign ends November 15, 1971.

Offer also good in Canada.



**Help Clark help UNICEF!**

Clark and its other nationally known brands have joined in the "Tree of Life" campaign. We are now donating to the U.S. Committee for UNICEF the net proceeds from the sale of all gum products. We are also donating to the U.S. Committee for UNICEF the net proceeds from the sale of all gum products. We are also donating to the U.S. Committee for UNICEF the net proceeds from the sale of all gum products.



*above we make a black and white version of  
this ad. for the St Paul/Memphis edition of T.V. Guide.  
and assigned ad # 180 - job 822201 - Estimate CG-129-71*